

## Opinion market research agency Mumbai

### Our back ground

Opinion was launched in 1987 as India's first independent Market research fieldwork agency specializing in conducting high quality fieldwork for consumer, institutional, & rural research on a nation wide scale.

Today, Opinion though is a specialized fieldwork agency it also provides expert services in Market research from questionnaire design & fieldwork to analysis & presentation.

Opinion with its head office in Mumbai is under the personal direction of Mr. Sharad Gadkari [ member- MRSI ] who is associated with Market research in India since 1975.

Whatever is the size of project we insure first class quality through comprehensive interviewing, training, constant monitoring, control checks & supervision. Specialist panel of interviewers, experienced bi-lingual interviewers complete service across all parts of India. This way we insure that information collected is what you want & provided when you want it.

### What we offer

At Opinion we mainly offer the following five services

#### A Data Collection of all types of Market Research Projects

This includes

i] House to house interviews involving interviews with housewives, main earners, teenagers and children.

ii] Institutional interviews involving interviews with officers, executives, shopkeepers, hospital administrators, banks, stock market brokers, etc.

#### B Focus groups

Over last 13 years Opinion has handled on an average 15-20 groups per month. Our rigid field controls ensure that all operational details are looked in to. Groups are conducted among 1] Main earners 2] Housewives 3] Teen- agers & 4] Children We have a fixed price structure for these groups , which covers recruitment charges, fare upto the venue, gifts, recording facility and supervision.

### C. Central location test [ In hall test ]

Since 1987 Opinion has conducted at least 3 tests every month with sample sizes varying from 150 to 1500 interviews. Broadly we have conducted following types of central location tests-

- i] Forced exposure tests [Testing of TV commercial]
- ii] Product test [Soft drink Chocolates etc.]
- iii] Sniff tests [Soaps, Washing powder]
- iv] Car clinics

### D. Sales promotion

This would include couponing, sampling, demonstration from house to house , in shop , in halls, in offices, in schools etc.

- Mass consumer contact at high traffic points , theaters Bus stops , petrol pumpsâ€™ suburban railway stations etc.

- Mass consumer contacts at exhibitions, fairs bazaars, etc.

- Direct Mail

We have handled Sales promotion for famous brand of tooth paste which involved 50 thousand house holds in Mumbai

### E Analysis of data collected

We also deliver manual or data processed analysis of studies completed, if required by the client

## TYPE OF RESEARCH PROJECTS UNDERTAKEN

Opinion has conducted fieldwork for almost all types of research studies. Some of these are:

### I. New Product Research :

Research projects conducted before the Introduction of new products: Several projects were undertaken using quantitative as well qualitative research methods. Some of the products we

conducted fieldwork under this category were: Tomato puree, Shampoos, Milk food drinks, etc.

## II. Advertising Research :

The studies carried out by Opinion range from pre & post testing of advertising campaigns to evaluation of promotional success of the campaigns in maintaining consumer awareness and acceptance. Some of the important studies were on products like Fans, Soft Drinks, and Suiting etc.

## III. Brand Tracking :

This is carried out to check performance of newly launched brands as well as for established brands.

## IV. Product & Packaging Studies :

These studies assess market appeal & potential of new products as well as the modifications and improvements required in the existing products and their packaging to enhance consumer acceptance. Many surveys have been conducted to select new Designs, Colours, Style, Shape, Graphics and Logos for leading companies.

## V. Usership Studies :

Several projects have been undertaken to determine the usership of a variety of products, both durable and non-durable. Usage and attitude studies would fall into this category.

## VI. Trade Survey :

Type of Surveys Conducted:

- a) Shop Audit.
- b) Shop Observation
- c) In-depth interviews among dealers, etc.

## VII. Research on Pharmaceutical Products :

We have conducted several research projects on pharmaceutical products such as Steroids, Soya protein, Protein Supplements, Disposable Syringes, etc. Fieldwork under this category was conducted at various levels i.e. institutions, medical practitioners and trade.

## VIII. Financial Research :

Several projects were undertaken in this category for banks, financial institutions and advertising agencies. To this end, we have conducted interviews among bank managers, executives in financial institutions, brokers of share markets and private investors.

#### IX. Industrial Research :

We have conducted several projects under this category on products such as Printing Machines, Carbonless Copy Paper, Molding Compounds, etc.

#### X. Rural Research :

Some of the jobs we have done under this category are:

- a) Usership study on consumer durable.
- b) Interviews with Farmers on Fertilizers, Seeds and Pesticides
- c) Family Planning
- d) National Television Survey

#### XI. Corporate Image Studies :

Some of the Corporate Image Studies we have conducted have been for Hotels, Airlines, Banks, Advertising Agencies, Public and Private Sector Companies.

#### XII. Media Research :

- a) T.V. Audience Study;
- b) T.V. Viewership Monitoring;
- c) National Television Survey etc.

#### XIII. Opinion Poll :

We have also conducted several opinion polls for day to day matters of public interest. This would include topical issue topical like the Elections, etc.

#### FIELD OPERATION:

Being a specialized field work agency our acceptance today is dependent on the quality of field work we do, on our rigid field controls and the strong emphasis we place on training our field peoples.

#### A. General Briefings :

No interviewer go on the field without undergoing adequate training in general rules and regulations of Market Research, and the Do's and Don'ts, while conducting field work. For all our general briefings and specific briefings on all projects we use our briefing room which is well equipped with gadgets like Overhead projectors, slide projectors and a black board.

#### B. Field Accompaniment :

Initially each investigator is accompanied by a supervisor or field officer and is allowed to work on his / her own only after certification by the accompanying authority.

#### C. Back Checks :

Back checks are conducted on the work done by interviewers on an average 25% of interviews conducted are back checked. Wherever there is the slightest doubt of the authenticity of the data, 100% of the interviewer forms are back checked and if dishonesty is detected on even one question, all forms of that interviewer are rejected.

#### D. Strength of Field Force :

Apart from three field officers and nine field supervisors, Opinion has more than 75 male / female interviewers. A large proportion of these interviewers have been working with us since we started operating, back in 1989.

We have expert interviewers who are assigned to different types of projects. For instance we have specially trained teams for institutional / industrial research and another set for group discussions and yet another highly skilled set of interviewers for depth interviews.

List of Organizations utilizing / utilized opinion services

Market Research Companies

I] Research International

II] MRAS

III] IMRB

iv] Fransis Kanoi

v] RCG

#### Advertising agencies

a] Ulka

b] Euro Rcg

c] Redifussion

d] Contract

e] Everest

f] O & M

g] Maccan Ericson

#### Manufacturing companies

a] GTC

b] Cadila

c] Parle products

d] P & G

e] Marico Industries

#### Management & Research consultants

i] Third Eye [Qualitative research]

ii] Consumer Pulse

iii] A. F Ferguson

iv] Prime time

v] Dalal Consultants

#### Contact Details

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